

## INVOICE



**WDIV**  
**550 W. Lafayette Blvd.**  
**Detroit, MI 48226**  
**52-0854807 FEIN**  
**Main: (313)222-0444**  
**Billing: (313)222-0459**

http://www.clickondetroit.com/index

Billing Address:

**Media Strategies & Research**  
**Attention: Accounts Payable**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

Send Payment To:

**WDIV**  
**75 Remittance Drive Ste 3110**  
**Chicago, IL 60675-3110**

Invoice #	Invoice Date	Invoice Month	Invoice Period
261337-1	10/28/12	October 2012	10/01/12 - 10/13/12

Station	Account Executive	Sales Office	Sales Region
WDIV	Nick Welte	MMT/Philadelph	National

Advertiser	Product	Estimate Number
POL/Stabenow/Senate/D/MI	STABENOW FOR SENATE	12256

Flight Dates	Order #	Alt Order #
10/08/12 - 10/14/12	261337	06364666

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/09/12	10/12/12	Local 4 News Today @ 6/6A-630A		- 11- 1--	:30	3	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 - 11- 1-- 3 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Tu 10/09/12 6:10 AM Local 4 News Today @ 6A 6A-630A :30 DST1204H \$1,100.00 NM									
2 WDIV W 10/10/12 6:23 AM Local 4 News Today @ 6A 6A-630A :30 DST1203H \$1,100.00 NM									
3 WDIV F 10/12/12 6:10 AM Local 4 News Today @ 6A 6A-630A :30 DST1204H \$1,100.00 NM									
2	10/11/12	10/11/12	Local 4 News Today @ 6/630A-7A		--- 1---	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --- 1--- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Th 10/11/12 6:59 AM Local 4 News Today @ 6A 630A-7A :30 DST1204H \$1,200.00 NM									
3	10/13/12	10/13/12	Sat 8-10am Today	Sat 8-9am Today	----- 1-	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----- 1- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Sa 10/13/12 8:52 AM Sat 8-10am Today Sat 8-9am Today :30 DST1204H \$950.00 NM									
4	10/09/12	10/09/12	Inside Edition M-F 430-5p	430p-5p	- 1-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 - 1----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Tu 10/09/12 4:52 PM Inside Edition M-F 430-5p 430p-5p :30 DST1202H \$800.00 NM									

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

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**Chicago, IL 60675-3110**

Invoice #	Invoice Date	Invoice Month	Invoice Period
261337-1	10/28/12	October 2012	10/01/12 - 10/13/12
Advertiser	Product	Estimate Number	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE	12256	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/08/12	10/11/12	M-F Local News @ 4pm	4p-430pm	1--1---	:30	2	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1--1--- 2 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/08/12 4:29 PM M-F Local News @ 4pm 4p-430pm :30 DST1202H \$850.00 NM 2 WDIV Th 10/11/12 4:27 PM M-F Local News @ 4pm 4p-430pm :30 DST1202H \$850.00 NM									
6	10/12/12	10/12/12	M-F Local 4 News 5-6pm	5P-530P	----1--	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----1-- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV F 10/12/12 5:28 PM M-F Local 4 News 5-6pm 5P-530P :30 DST1203H \$1,300.00 NM									
7	10/08/12	10/11/12	M-F Local 4 News 5-6pm	530P-6P	11-1---	:30	3	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 11-1--- 3 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WDIV M 10/08/12 5:38 PM M-F Local 4 News 5-6pm 530P-6P :30 DST1203H \$1,350.00 NM 1 WDIV Tu 10/09/12 5:51 PM M-F Local 4 News 5-6pm 530P-6P :30 DST1204H \$1,350.00 NM 2 WDIV Th 10/11/12 5:40 PM M-F Local 4 News 5-6pm 530P-6P :30 DST1204H \$1,350.00 NM									
8	10/12/12	10/12/12	M-F Wheel of Fortune	7P-730P	----1--	:30	1	\$2,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----1-- 1 \$2,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV F 10/12/12 7:13 PM M-F Wheel of Fortune 7P-730P :30 DST1204H \$2,300.00 NM									
9	10/10/12	10/10/12	M-F Jeopardy	730P-8P	--1----	:30	1	\$2,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --1---- 1 \$2,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV W 10/10/12 7:44 PM M-F Jeopardy 730P-8P :30 DST1204H \$2,300.00 NM									
10	10/10/12	10/10/12	Chicago Fire	10-11PM	--1----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --1---- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV W 10/10/12 11:00 PM Chicago Fire 10-11PM :30 DST1204H \$3,000.00 NM									

**Total Spots 15 Gross Total \$20,900.00**

## Payment Terms 30 Days

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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE	12256	

Agency Commission **\$3,135.00**

Net Amount Due **\$17,765.00**

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